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[Continued on next page]

(54) Title: **DIRECT RESPONSE E-MAIL**

WILLIAM HERP

FROM: HARVARD BUSINESS SCHOOL PUBLISHING
SENT: WEDNESDAY, DECEMBER 16, 1998 9:19 PM
TO: WILLIAM HERP
SUBJECT: NEW INSIGHTS FROM HARVARD BUSINESS REVIEW

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(57) Abstract: An e-mail message [10] is analyzed to derive response information concerning a commercial transaction. Based on the derived information, commercial transaction data are automatically generated in a format that is usable to complete the transaction.

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